



Social Media Communicative Observation

Social Media Communicative Observation is the Communicative Observation developed in the natural groups or communities that interact on social media platforms. This technique is addressed to analyze interactions regarding research aims.

The steps included in Social Media Communicative Observation are the following: the first step is to select those groups more suitable for the research aim defined. The second step is to ask the group's administrator if they are interested in participating in the research to clearly explain the purpose and how the data will be used and protected. The third step is to share with the community, the aim of the study and how the data will be analyzed, stored, and protected so that they can consent freely. Finally, the fourth step is to observe the interactions; at the same time, the researcher can introduce questions on the daily conversation to collect reflections and interactions on the shared topic. All the data collected will be protected and anonymized.

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